

Report on 1970

AR30

Ogilvy & Mather

In Canada

TORONTO

88 University Avenue, Toronto 1, Ontario
(416) 362-7711

MONTREAL

Place du Canada, Montreal 3, Quebec
(514) 866-6961

Report on 1970

Growth

In 1970 Ogilvy & Mather (Canada) Ltd. celebrated its tenth anniversary. In ten years income grew tenfold, from \$278,000 to \$2,862,000 in 1970. Profits before taxes and profit sharing increased from \$27,000 in 1961 to \$487,000 in 1970.

In ten years we have become a well-known, well-established, mature advertising agency with a portfolio of distinguished clients. Our future growth depends on our ability to serve them with energy, enthusiasm and advertising of the highest quality.

1970 was a difficult year for most businesses. We were not exempt from the economic downturn. However, our income continued to grow, increasing by 10.9 percent over 1969. Additional assignments and new clients—three in Toronto,

OGILVY & MATHER (CANADA) LTD. FIVE YEAR EARNINGS SUMMARY

Thousands of Dollars

	YEAR ENDED DECEMBER 31,				
	1966	1967	1968	1969	1970
Capitalized Billings	\$10,400	\$12,427	\$13,727	\$16,860	\$18,833
Fee and Commission Income	\$ 1,560	\$ 1,864	\$ 2,059	\$ 2,529	\$ 2,825
Other Income	20	19	31	52	37
	<u>1,580</u>	<u>1,883</u>	<u>2,090</u>	<u>2,581</u>	<u>2,862</u>
Salaries & Other Employee Benefits	987	1,115	1,230	1,433	1,628
Office, General and Other Expenses	336	456	510	692	747
	<u>1,323</u>	<u>1,571</u>	<u>1,740</u>	<u>2,125</u>	<u>2,375</u>
Profit Before Profit Sharing and Taxes	<u>257</u>	<u>312</u>	<u>350</u>	<u>456</u>	<u>487</u>
Employee Profit Sharing	77	96	108	125	140
Provision for Taxes on Income	84	101	128	175	182
	<u>161</u>	<u>197</u>	<u>236</u>	<u>300</u>	<u>322</u>
NET PROFIT	<u>\$ 96</u>	<u>\$ 115</u>	<u>\$ 114</u>	<u>\$ 156</u>	<u>\$ 165</u>

two in Montreal, two in our Special Accounts group—provided our growth. Before tax profits were the highest we have so far reached. Our Montreal office now offers full agency services and is growing to our satisfaction. In 1970 it accounted for a significantly larger share of our income.

Ogilvy & Mather has always had a clear point of view on the practice and ethics of advertising. Breaking new ground in advertising is given top priority. The series of television specials we conceived and commissioned for London Life (The Human Journey programs) were an important programming and educational breakthrough in the present TV season. We hope that other advertisers and broadcast organizations will venture into useful and mature programming.

Outlook for 1971

1971 is still a year of uncertainty for the business community in Canada. We are optimistic that our rate of growth will not be impeded. At a time of economic difficulty the advertising philosophy we practice yields good results. We have always held that advertising has to prove itself by its contribution to clients' sales. We have not retreated from this position in the past few years when the cult of creativity was having its frolicsome, award-winning heyday. We note with great pleasure that in the current economic climate a measure of sanity is returning to the making of advertising.

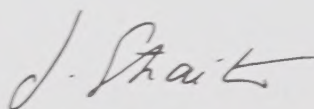
In this report we are starting a new policy of disclosing the financial results of the Canadian agency. We believe that since we serve important corporations, and since our work is scrutinized by government and the public, the financial results

of our operations should be open to everyone. We invite other advertising agencies to follow our example.

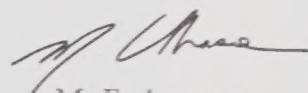
As part of Ogilvy & Mather International, we benefit from the flow of ideas and exchange of personnel between countries. Our Canadian company handles several international assignments out of its Toronto and Montreal offices. Operating from Canada we will continue to develop our business in the Northern United States wherever we think we can offer more economy and greater quality of service than is available to many advertisers in that area.

In July 1970, we elected an all-Canadian Board of Directors. As the year drew to a close we announced the appointment of Morley Arnason as Managing Director, replacing Robert Miller, who became Chairman of Heumann, Ogilvy & Mather in Germany.

We would like to pay tribute to the talent, loyalty and devotion of our staff in these trying times. They have earned our clients' continued confidence in us, and have thus ensured our progress over the years. We thank our clients for their support. We shall continue to serve them to the best of our ability.



J. S. Straiton
President and
Creative Head



M. E. Arnason
Managing Director

Magazine and Newspaper Advertisements

The 280 SL: A civilized sports car

Mercedes-Benz believes that top performance, superb handling, classic styling, and pure quality can be combined without loss of comfort.



The Mercedes-Benz 280 SL is a sports car with a difference. It has a more sophisticated, sophisticated than any other sports car. It's a car that performs as well as its handling department, the 280 SL has a beautiful color... finished in everything and more than 100,000 miles... without losing a single drop of its original finish. The Mercedes-Benz 280 SL, with independent suspension, air conditioning, and a 280-hp engine, is a car that gives you the best of both worlds. It's a car that's as comfortable as a chair, and as fast as a race car. It's a car that's as beautiful as a painting, and as practical as a tool. It's a car that's as reliable as a clock, and as safe as a vault. It's a car that's as easy to drive as a walk, and as fun to drive as a game. It's a car that's as good as gold, and as good as dead. It's a car that's as good as the Mercedes-Benz 280 SL.

Mercedes-Benz of Canada Ltd., 100 King Street West, Toronto, Ontario M5X 1C5. Tel. (416) 593-1000.

Mercedes-Benz

Count on it.

Pour it with mixers. Pour it alone over ice. For the mellow taste you want every drink, every time, there's one whisky you can count on. That's Seagram's B3. Start finding out soon. What about tonight?



Seagram's B3
CANADIAN WHISKY
Imported by Seagram's Inc., New York, N.Y.

House of Seagram

Food

you never had it so good. Fresher fish, crisper celery, brighter lunches. Read CIP's secret recipes for better flavour.



CIP
Canadian International Paper Company

Canadian International Paper

Introducing the Hertz 747



A Hertz 747, the Ford Fairlane, fully equipped. Also available: Mercury Montego or similar line car. Read below how to book a 747 without paying cash.

Fly one for just \$7.47 a day, 10¢ a mile. It's big, fast, economical. Just like the Boeing 747.

See your local Hertz Rent-A-Car office for details. Hertz Rent-A-Car is a member of the Hertz Rent-A-Car System, which is the largest car rental system in the world. Hertz Rent-A-Car is a member of the Hertz Rent-A-Car System, which is the largest car rental system in the world. Hertz Rent-A-Car is a member of the Hertz Rent-A-Car System, which is the largest car rental system in the world.

A better way to go.

Hertz International

Modess napkins now contain a deodorant.

They let you feel more protected than any other napkin you can buy.

Does your sanitary napkin do as much for you?



Modess sanitary napkins are made with a special deodorant that helps you feel more protected than any other napkin you can buy. Modess sanitary napkins are made with a special deodorant that helps you feel more protected than any other napkin you can buy. Modess sanitary napkins are made with a special deodorant that helps you feel more protected than any other napkin you can buy.

Johnson & Johnson

Johnson & Johnson

How to grow the perfect lawn

"Even if you're an absolute beginner, you can have a lush green lawn this summer. Simply follow my advice - and use the OIL Turf products I recommend. Happy gardening!"

by John Bradshaw



OIL Turf products are the best way to grow a perfect lawn. OIL Turf products are the best way to grow a perfect lawn. OIL Turf products are the best way to grow a perfect lawn.

Lawson and Gordon Publishers

Canadian Industries Limited

Half the Calories

New Diet Imperial has just half the calories of regular margarine.



Diet Imperial margarine is a new product that has just half the calories of regular margarine. Diet Imperial margarine is a new product that has just half the calories of regular margarine. Diet Imperial margarine is a new product that has just half the calories of regular margarine.

Monarch Fine Foods

Monarch Fine Foods

Don't miss this fascinating London Life TV Special

"The Human Journey"

Part I—The early years

If you're a parent, child, adult, and the future, be sure to watch this thought-provoking TV program, commencing in London Life on October 10, 1984. There are some interesting highlights and a free offer from London Life.

FREE OFFER

Write to: London Life, P.O. Box 100, Toronto, Ontario M5X 1C1. Please send me a free copy of "The Human Journey" TV Special.

NAME _____

ADDRESS _____

CITY _____

PROVINCE _____

POSTAL CODE _____

DATE _____

London Life

Let us be your Investment Information Centre

15 reasons why we believe Merrill Lynch and Royal Securities are uncommonly qualified to be your Investment Information Centre.

1. We have over 100 years of experience in the investment industry.
2. We are a member of the Investment Company Institute (ICI).
3. We are a member of the National Securities Dealers' Association (NSD).
4. We are a member of the Canadian Securities Dealers' Association (CSDA).
5. We are a member of the International Securities Association (ISA).
6. We are a member of the International Association of Investment Companies (IAIC).
7. We are a member of the International Association of Banks (IAB).
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Merrill Lynch and Royal Securities

Merrill Lynch

"4 treaters handle 1000 critters and do a real job on lice and flies."

Shell—Farm Service

Shell—Farm Service

A guide to the new fashions in shirts

Learn the difference between the new fashions in shirts. From the classic to the modern, we have the latest in shirt fashion.

Learn the difference between the new fashions in shirts. From the classic to the modern, we have the latest in shirt fashion.

Learn the difference between the new fashions in shirts. From the classic to the modern, we have the latest in shirt fashion.

Hathaway

SWANSON TURKEY SHOOTS

You could hit us for a buck!

Buy any four different Swanson Turkey products and we'll send you a one dollar refund.

Buy three or fewer and get 75 cents. Buy two or fewer and get 50 cents.

There's never been a better time to talk turkey with Swanson.

Write to: Swanson Turkey Shoot, P.O. Box 100, Toronto, Ontario M5X 1C1.

Campbell Soup

Orange Rice?

Right. Just follow these simple recipes to flavorful ideas. Minute® Rice lets you add this special touch. You can always do more at mealtime with Minute Rice.

Minute Rice, perfect everytime, perfect every way.

General Foods

Pour mieux écrire plus longtemps stylo Dart 49¢

Le stylo Dart Eagle/North-Rite

Eagle/Northrite

Top Choice dog food

New Top Choice flavour makes a dog flip!

Dogs love Top Choice because it's tender and moist with lots of good beefy flavour. People love Top Choice because it comes in a handy tear-open pouch.

Top Choice is an amazing new way to feed your dog. It's tender and moist with lots of good beefy flavour. People love Top Choice because it comes in a handy tear-open pouch.

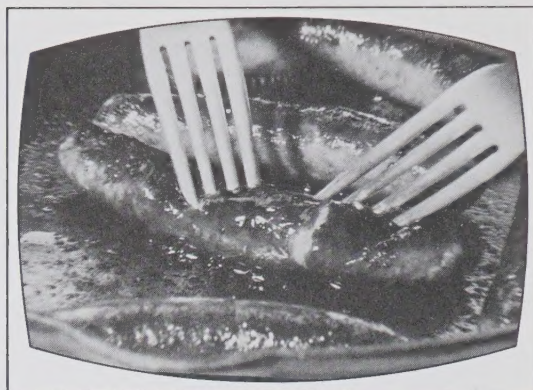
General Foods

"Club Ale gives you natural, robust flavour from fresh spring water."

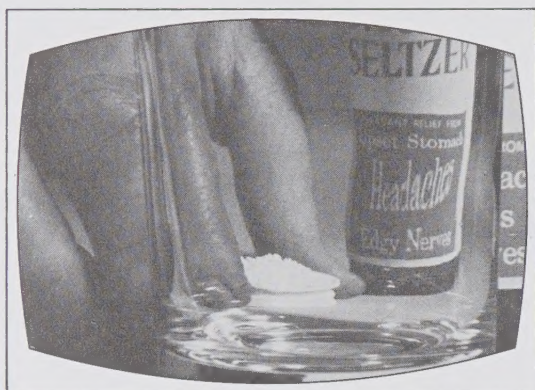
Club Ale gives you a natural, robust flavour from fresh spring water. It's brewed naturally by Formosa Spring Brewery.

Formosa Spring Brewery

Television Commercials



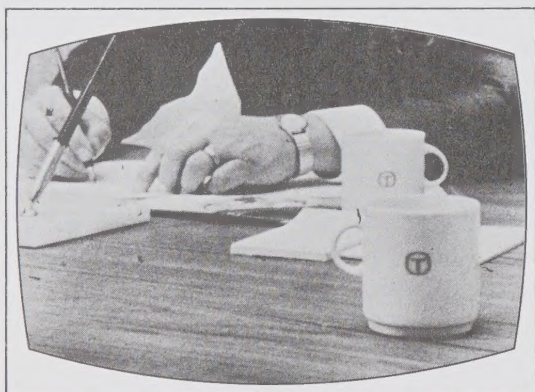
Bourassa—Belle Fermière



Warner Lambert—Bromo Seltzer



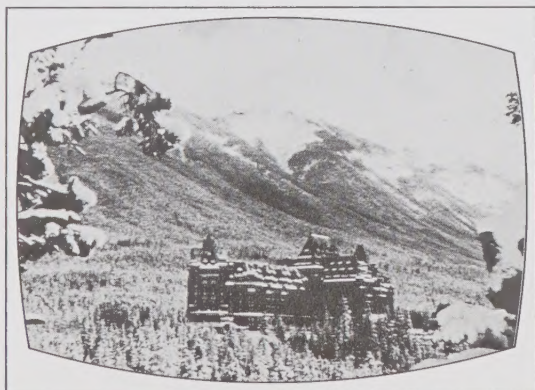
Cadbury Schweppes Powell



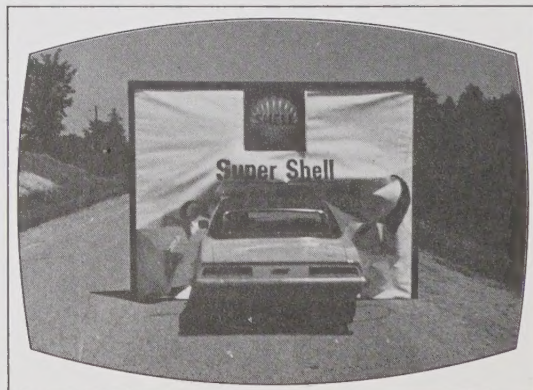
Traders—Trans Canada



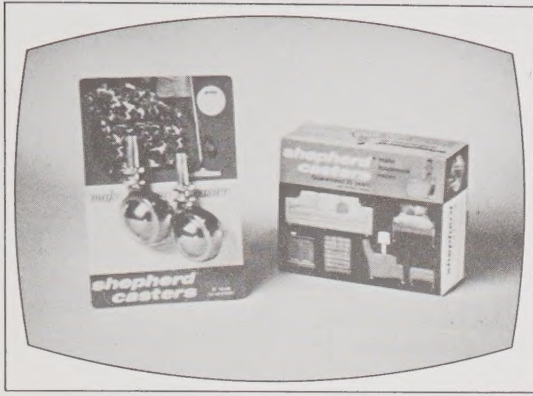
Lever Detergents



American Express—Card Division



Shell Canada



Shepherd Casters



General Foods



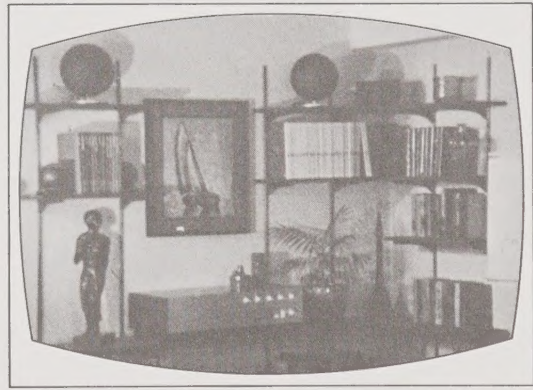
Rowntree



Bristol Myers



Shell Canada



Knape & Vogt



Campbell Soup

Ogilvy
&
Mather
Canada Ltd.

